

INDIE

MARKETING

101



not

**I CAN'T BELIEVE I FORGOT
TO MARKET MY GAME!**



Today's Session

- Presenting for audience with varying levels of experience, skills
- The Basics
 - Where, when, how to start
- The Marketing Mix
- Creating a Marketing Plan
- Examples
- Q & A



Objectives

- Tangible, actionable tips and recommendations
- You'll walk away with information you can use and apply for your game's marketing
- Helpful examples
- Related follow up materials online

My Background



and
also



telltalegames



Independent



ZEBOYD GAMES

INDIE PRESS DAY

"A Practical Guide to Indie Game Marketing"

Book publishing by Focal Press, Spring 2015



STAR TREK



When to Start

Now!

I CAN'T BELIEVE I FORGOT
TO MARKET MY GAME!

*Don't be
this guy*



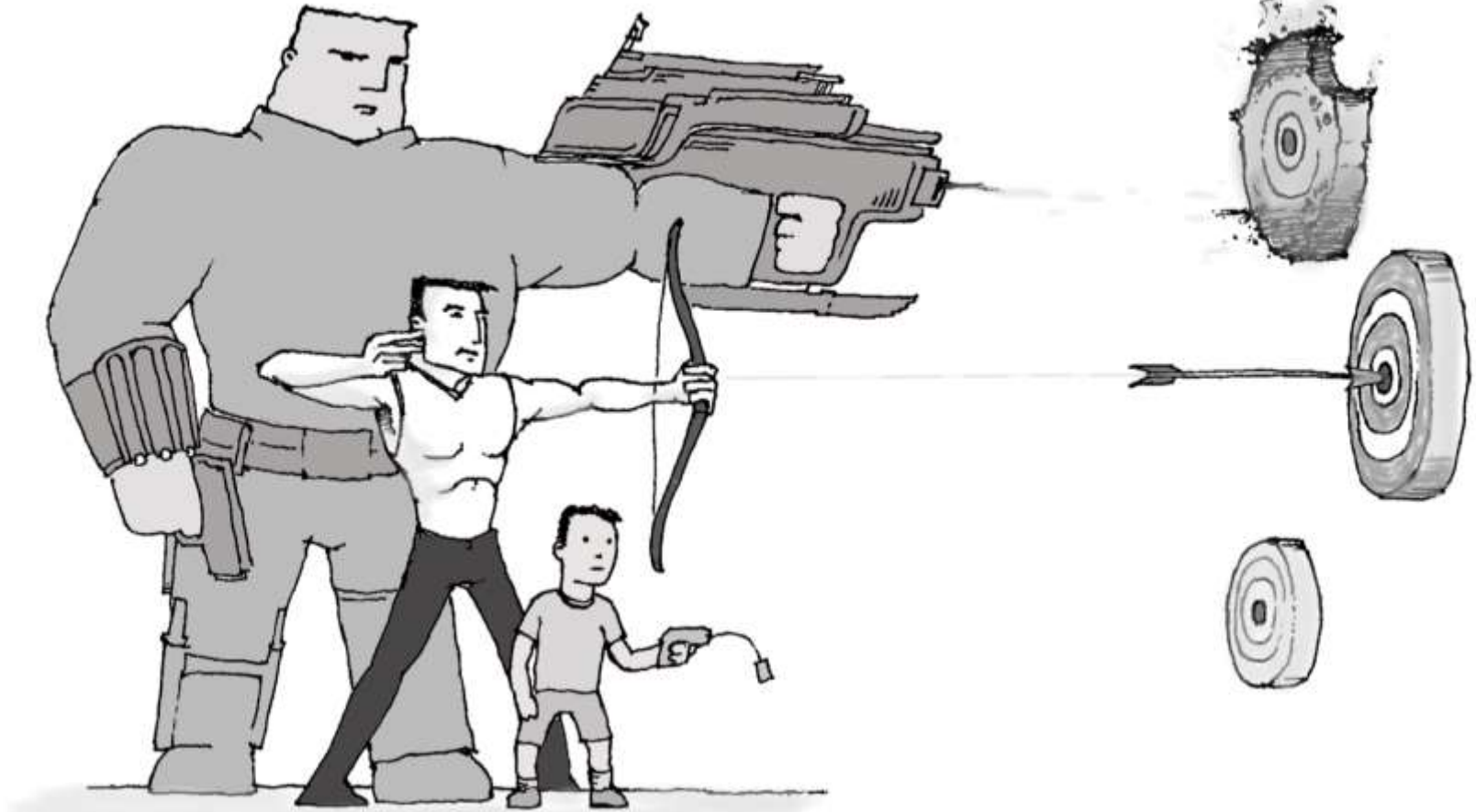
Getting Started

- The Fundamentals
- Messaging
- Positioning
- Mapping out plan
- Who will drive marketing

The Fundamentals

- Release Plan – Broad Strokes
 - “Four Ps”: Price, Product, Place, Promotion
 - Platform(s), Channel(s), Timing
- Who’s my game for
- Your game pitch
- Release landscape
 - Info on other games releasing, seasonality, etc

Targeting



- Target definition based on platform, channels, game style, type of gamer (hard core to casual), audience sensibilities, and more
- Audience definition helps guide your campaign: types of marketing vehicles, marketing programs, communication style/messaging, etc.

Game Pitch Examples

Left4Dead: “Zombie apocalypse with your friends”

Portal2: “Crazy Science”

Democracy 3: “You are the President”

Surgeon Simulator: “Heart transplant in the back of a moving ambulance hitting potholes”

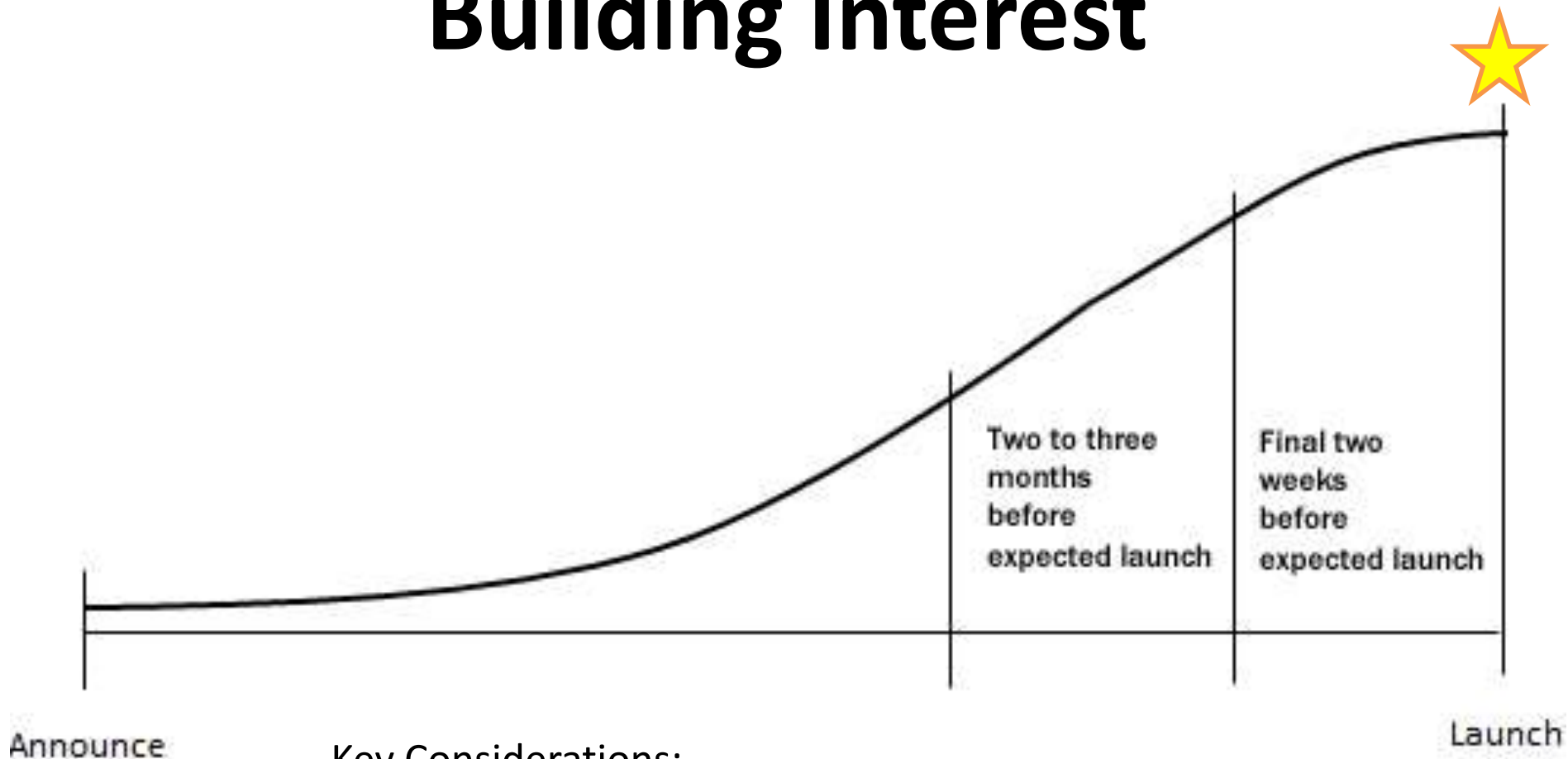
Antichamber: “Running around in an Escher painting in first person”

Warframe: “You get to be a space ninja”

Ridiculous Fishing: “Fishing with machine guns”

*Avoid general, non-differentiated terms “unique” “break-out”
“best” “next gen” “state-of-the-art” yadda yadda*





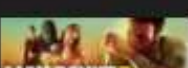


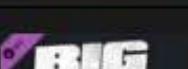

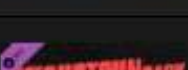
Building Interest



Key Considerations:

1. When to begin communication plans
2. Timing for building to peak
3. Launch timing

Pricing Assessments

| NEW RELEASES | TOP SELLERS | COMING SOON | SPECIALS | |
|--|---|-------------|--------------------|-----------|
|  | PAYDAY 2 | -50% | \$29.99 \$14.99 | |
|  | Counter-Strike: Global Offensive | | \$14.99 | |
|  | Max Payne 3 Complete | -80% | \$24.99 \$4.99 | |
|  | DayZ | | \$29.99 | |
|  | Max Payne 3 | -75% | \$19.99 \$4.99 | |
|  | Risen 3 - Titan Lords | | \$49.99 | |
|  | Divinity: Original Sin | | \$39.99 | |
|  | PAYDAY 2: The Big Bank Heist | -50% | \$6.99 \$3.49 | |
|  | Fable Anniversary | -20% | \$34.99 \$27.99 | |
|  | PAYDAY 2: Gage Shotgun Pack | -50% | \$4.99 \$2.49 | |
| 1 - 10 of 100 | | | | NEXT 10 ▾ |

Periodic Snapshots

Top 10/Top 20

By Channel

By Section

Average and
Common Prices

Factor in
Promos

GAMES ▾

SOFTWARE

DE

Free to Play

Early Access

Browse by genre:

Action

Adventure

Strategy

RPG

Indie

Massively Multiplayer

Casual

Simulation

Racing

Sports

Browse by tag:

See popular tags

Browse by platform:

Mac OS X

SteamOS + Linux

?

The Marketing Mix

emphasis on vehicles for indies

- PR
- Audience Development
- Events
- Promotions
- Playable Code
- Channel
- Awards
- Paid

Integrate multiple vehicles into plans

*Plans vary depending on key factors –
type of game, audience, platforms, etc.*

Marketing Mix - continued

Different kinds of vehicles and variations develop

- YouTubers/Twitch streams
- Game Jams
- Social Media
- Screenshot Saturdays
- Reddit
- Early Access
- Promos
- Animated GIF assets

Stay vigilant, nimble, active – and creative

Examples

PR



Promotions



Events



Playable Code



Advertising



Marketing Materials

Great art does not necessarily make for effective marketing materials







SHANK 2





Marketing Materials

Key Facts (beyond game name)

- Expected platforms
- Expected release timing
- Call to action
- URL (if off site)

Emails to press/partners

Your web page(s)

Videos

Trade show materials

Collateral

and so on ...

People shouldn't have to work and hunt – make it easy!



**Have focused
call to action**



DUSKERS



Pre-ordering grants you access as soon as the Alpha is ready! We will email you when the steam keys are ready. Windows only & Steam only for now.

PRE-ORDER NOW for \$20

Sign-up for updates.

E-mail:

Submit



Concept Art



What is Duskers?

A sci-fi roguelike about adapting to survive while trying to piece together how the universe became a giant graveyard.

About us

Tim and Holly founded Misfits Attic shortly after getting married. They had a daughter during production of 'A Virus Named TOM' because they felt the stress of running an independent game studio wasn't enough of a chall... [more](#)



BATTLEBLOCK THEATER



The Game



Media



Community



Story



Store



New Solo Features in both Steam and XBLA versions

FURBOTTOM FRIDAYS

OUT NOW ON

XBOX LIVE
arcade



STEAM™



BATTLEPEDIA

BattleBlock Theater Resource!

LATEST NEWS



August 1, 2014

Posted By : megan

Battle it out in the Arena with Snail!

New prisoner unlock in BattleBlock Theater! Jump in now to speedily snag your Snail. And make sure your Snail doesn't get a-salted in the featured Arena playlist!



July 28, 2014

Posted By : megan

Furbottoms Features – Now updated!

Furbottom's Features has just been updated with a new co-op playlist! And who should join us at the end of your quest? Why, a hero in his own right, just in time for Comic Con! Get Blocketeer and Moose today!



Comic Con 2014 – Day 4 Pictures

Posted By : megan

We made it! The four days of Comic Con are now done. Within a few hours after the exhibit hall closed, we were able to tear down the booth with our super hero team. Check out our work!

Find us on Facebook



BattleBlock
Theater



20,228 people like BattleBlock Theater.



Facebook social plugin



Transistor

Transistor is a sci-fi themed action RPG that invites players to wield an extraordinary weapon of unknown origin as they fight through a stunning futuristic city.

Platforms: PlayStation 4, PC

Developer/Publisher: Supergiant Games

Release Date: May 20, 2014

LAUNCH TRAILER



WELCOME

SUPERGIANT GAMES is a small developer with big ambitions: to make games that spark your imagination like the games you played as a kid.

JOIN OUR MAILING LIST

Enter your e-mail & we will let you know when Transistor is available!

Submit

ON TWITTER

Tweets

Follow



Schem

28 Jul

@Schemilix

More Royce: this account is now #transistor. Thanks @SupergiantGames for hijacking my Twitter indefinitely...

pic.twitter.com/VXuDFto6

Retweeted by Supergiant Games

GET TRANSISTOR

Transistor will be available on **PSN** and **Steam**, and you can also preorder it here:



Transistor

\$19.99

Supergiant Games

Buy Transistor, a sci-fi-themed action RPG from the creators of Bastion. Redeemable via Steam for Windows only!

☐ Purchase as gift

Select one of the payment options below to complete your purchase.



Humble Widget

TRANSISTOR FAQ

For more details about Transistor, have a look at our **Transistor FAQ**.

SCREENSHOTS



Supergiant Games



43,184

GET BASTION FOR PC/MAC/LINUX

PC Digital Download



Download *Bastion* today from **Steam**! SteamPlay-enabled so you get Linux, Mac, & PC. Also on **GamersGate**, **Origin**, **Green Man Gaming**, **Impulse**, **OnLive**, the **Mac App Store**, and the **Ubuntu Software Center**.

GET BASTION FOR XBLA

ARCADE



Download *Bastion* today from the **Xbox LIVE Marketplace**!



Icon Examples

“Mascot”



Core App
Concept



Clear
Stand-Out
Image



Strong Brand/
Icon



Animated GIFs – Including Icons



Videos

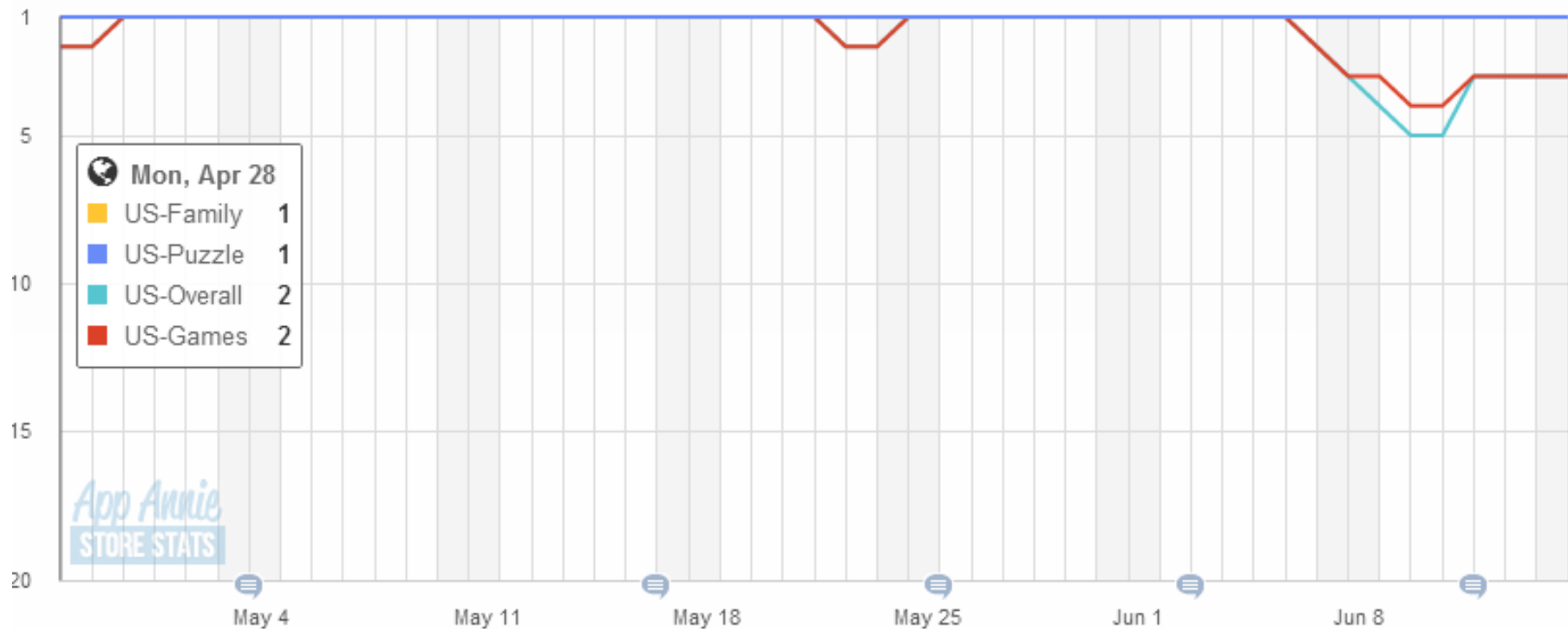


Blek

260K+ trailer views

iOS and Android

<https://www.youtube.com/watch?v=GatTHt8SUiA>



Creating the Plan

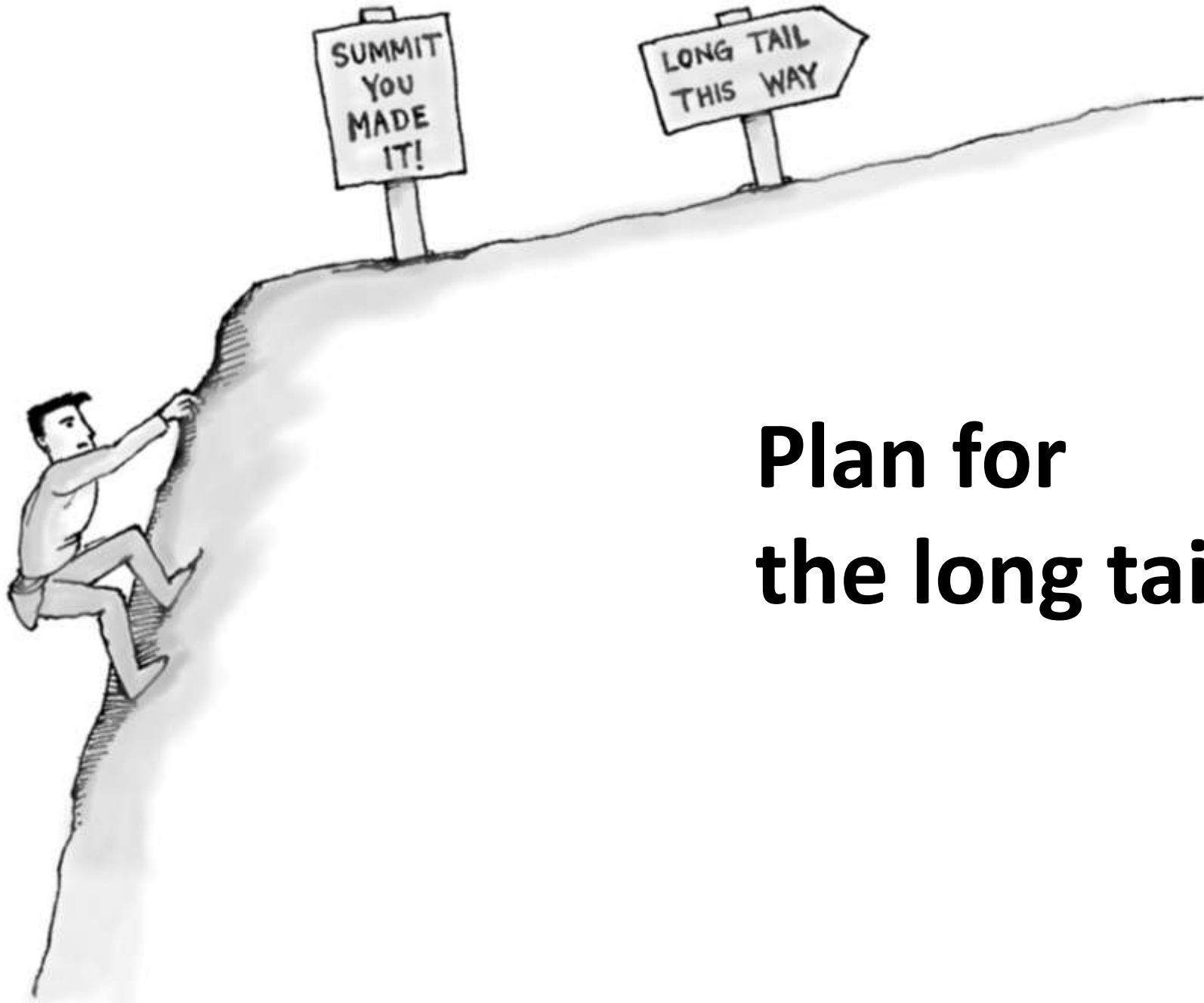
| Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
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Plot out key tasks, milestones and activities, just as you do for game development

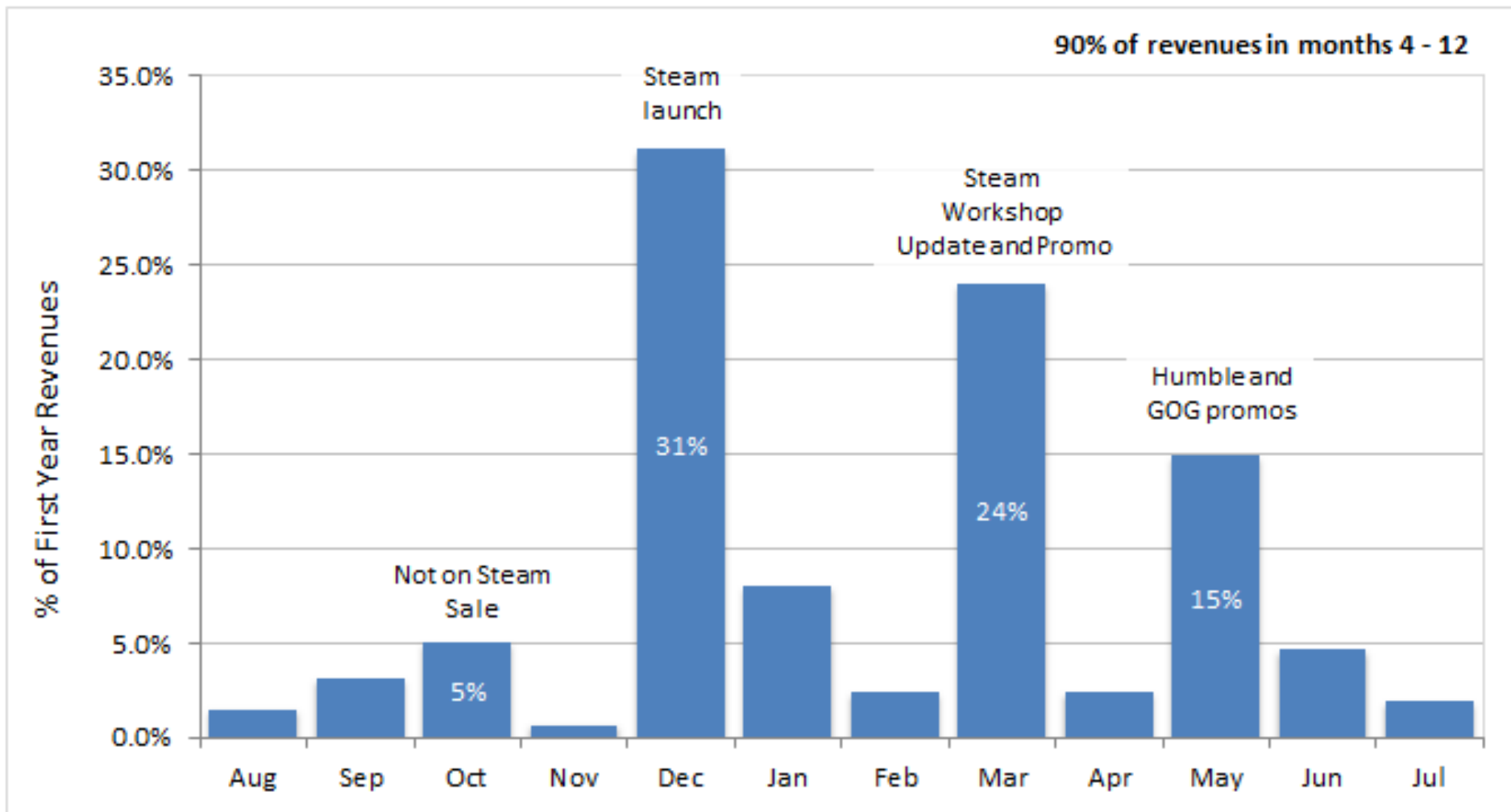
- Developing the plan
- Announcements
- Asset releases
- Trailer
- Shows
- Game previews outreach
- Game reviews outreach
- Game release date / activities / support

| | | | |
|--|--|--|--|
| JANUARY S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 | APRIL S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 | JULY S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 | OCTOBER S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 |
| FEBRUARY S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 | MAY S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 | AUGUST S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 | NOVEMBER S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 |
| MARCH S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 | JUNE S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 | SEPTEMBER S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 | DECEMBER S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 |

Factor in seasonality, holidays, category events, release plans for other notable games, etc



**Plan for
the long tail**



Flippfly

PC, Mac, Linux

Aug 2013 Launch

Now on Steam, GOG, Humble

Coming to PlayStation and more

Be Tenacious



Summary / Key Takeaways

- Start Early – planning process, fundamentals
- Think about your ramp, pacing
- High quality executions; determine possible selected areas for budget investments
- Diligence, persistence, responsiveness, tenacity
- Be nimble

<http://theindiemarketer.wordpress.com>

Additional details, information, links and resources

Joel Dreskin

Your Questions!

Thank You!

Joel Dreskin

<http://theindiemarketer.wordpress.com>